

Strengthening seniors' resilience
against economic cybercrime



"Hosting this initiative was a natural choice, as it highlights that online behavior and digital literacy is for everyone - not just the young"

Nicole Bellaiche
Director of Bella Presents

Objective

Economic cybercrime is a growing challenge in Denmark. In 2024, the Danish National Police reported a significant 30 % increase in attempted cases of economic cybercrime compared to the previous year (NCIK, 2024).

As a result, preventing economic cybercrime remains a high priority for both the Danish police and the Danish government. Although anyone can become a victim of digital fraud, older adults are particularly vulnerable due to lower levels of digital literacy and limited knowledge of safe online practices compared to younger generations. At the same time, it has proven difficult for authorities and financial institutions to reach this target group through traditional online awareness campaigns.

To address this challenge, Copenhagen Gaming week 2026 created a cross-sector initiative focused on strengthening seniors' awareness of economic cybercrime and improving their confidence in navigating digital spaces safely.

Activity

As part of the opening programme at Copenhagen Gaming Week 2026, more than 320 seniors participated in a two-hour seminar focused on how to recognize and avoid common forms of economic cybercrime, including phishing, SMS scams, and phone fraud.

The seminar brought together experts from public authorities and the financial sector.

Program

- **Welcome** by Peter Hummelgaard (the Danish minister of justice)
- **Presentation 1** by the Danish Police (Politiets Online Patrulje)
- **Presentation 2** by Danske Bank
- **Presentation 3** by Mastercard (Betalingshjælpen)
- **Q&A Session**
- **Guided tour** by Bellagroup

"Super event! The lecture from the Danish National Police on IT security was relevant and interesting"

Participant (72 years old)

To broaden public awareness of economic cybercrime, several Danish media outlets covered the initiative, including [DR](#) (Danish Broadcasting Corporation) and live radio coverage from P4 København.

In addition, Mastercard (Betalingshjælpen) hosted an information booth throughout the gaming festival to engage other senior visitors attending the event with family members and younger generations.

Evaluation

Following the seminar, 46 participants responded to an evaluation survey that demonstrated strong satisfaction and increased awareness among attendees:

- The overall experience was rated 9 out of 10 on average

- 98% reported that they now know where to seek help if they suspect digital fraud
- Participants' self-assessed understanding of economic cybercrime increased from 7.5 to 8.9 out of 10.

The initiative also reached audiences beyond the physical seminar itself. Over the three festival days, Mastercard's information booth attracted approximately 500 visitors.

To extend the long-term impact of the initiative, the seminar was uploaded to [YouTube](#) and shared through Danske Seniorer's [website](#), making the content accessible to senior communities outside Copenhagen. Danske Bank also distributed the recording internally through its intranet, generating more than 2,300 views across multiple locations.





Copenhagen Legacy Lab is an award-winning strategic initiative under Copenhagen Convention Bureau that drives positive long-term impact from congresses and events.

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